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I claim:

      1.   A method for completing and storing an electronic rental agreement, said method comprising the steps of:

      entering reservation-related information and rental-related information for an item or service, said entering step entering: (a) said rental-related information without employing a master rental agreement, or (b) at least some of said rental-related information from a master rental agreement and allowing modification of said information from the master rental agreement for rental of said item or service without modifying the master rental agreement;

      providing a reservation for said item or service based at least in part upon said reservation-related information;

      creating and displaying a rental proposal based upon said reservation and said rental-related information;

      electronically accepting said rental proposal; and

      storing the electronic rental agreement based upon said accepted rental proposal.

      2.   The method of Claim 1 further comprising:

      entering said rental-related information without employing a master rental agreement.

      3.   The method of Claim 2 further comprising:

      manually entering said rental-related information online.

      4.   The method of Claim 1 further comprising:

      entering at least some of said rental-related information from a master rental agreement; and

      allowing modification of said information from the master rental agreement for rental of said item or service without modifying the master rental agreement.

      5.   The method of Claim 4 further comprising:

      entering at least one of a member identification and a user name to identify said master rental agreement.

      6.   The method of Claim 1 further comprising:

      maintaining a history of rental information for prior rentals by a user;

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entering information from an identification of a user; and

entering at least some of said rental-related information from the history based upon said information from an identification of a user without employing a master rental agreement.

7.   The method of Claim 6 further comprising:

employing a driver's license as said identification of a user.

8.   The method of Claim 6 further comprising:

provisionally entering at least some of said rental-related information from the history.

9.   The method of Claim 8 further comprising:

modifying at least some of said provisionally entered at least some of said rental-related information from the history.

10.   The method of Claim 1 further comprising:

sending a message to a database system responsive to said accepting step to indicate that a user has accepted said rental proposal.

11.   The method of Claim 10 further comprising:

storing a unique transaction in the database system for said accepted rental proposal.

12.   The method of Claim 11 further comprising:

storing a flag along with the unique transaction in the database system to indicate that the accepted rental proposal is electronically signed.

13.   The method of Claim 12 further comprising:

employing said stored flag to enable allocation of said item or service at a kiosk.

14.   The method of Claim 1 further comprising:

employing a plurality of rental options in said rental-related information;

accepting or declining at least some of said rental options; and

storing a plurality of flags corresponding to said rental options to signify the rental options that a user has accepted or declined.

15.   The method of Claim 14 further comprising:

retrieving the stored flags; and

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determining whether the user accepted or declined said rental options based upon the retrieved stored flags.

16.   The method of Claim 1 further comprising:

electronically accepting said rental proposal at a client system.

17.   The method of Claim 1 further comprising:

electronically accepting said rental proposal at a kiosk.